

CLAIMS

1. A recording system for measuring media consumer behaviour comprising:
 - X sets each comprising a control member associated with a media program receiving means and allowing to zap on the said receiving means, the X receiving means being able to receive programs broadcasted via a cable, and each receiving means comprising a first remote control infrared decoder functionally associated with the control member, and
 - X electronic devices each comprising a sensing means functionally associated with the control member for detecting at any time the identity of the program listened on the receiving means and for continuously transmitting the information consisting of the identity of the detected program to a computing means for numerically treating the said information and for delivering audience rating values of the media programs available on the X receiving means,
- 15 characterised in that, for a precise measure of behaviours and a quantitative audience forecast,
 - the sensing means consists of a second remote control infrared decoder placed at a sufficiently short distance from the first remote control infrared decoder in order to receive the same signal as the latter, and on which are grafted on the one hand
 - 20 an interface with a liaison means for continuously transmitting information to the computing means and on the other hand a device for creating an address code to identify the receiving means concerned by the program changes, and
 - the cable consists of a single coaxial cable serving the X receiving means, X being at least 4, the said cable being grafted onto each media receiving means in liaison
 - 25 with a program change processor.
2. A recording and measuring system according to claim 1, characterised in that the transmission of information to the computing means is effected by a telephone type cable.
- 30 3. A device for the audience quantitative forecast of at least one new media program to be tested by reference to one or more media programs having a known audience, characterised in that it comprises:
 - at least a recording means for the said new program,

- Y media program broadcasting means, for broadcasting the said recording means as well as at least one program having a known audience, the total number of the media programs to be tested and the programs having a known audience being equal to Y,
 - 5 - a set of X media program receiving means, each receiving means being associated with a control member for zapping from one program to any other available program,
 - a main controller linked to the X program receiving means for simultaneously broadcasting the recording means of the program to be tested on these program receiving means, and
 - 10 - a recording and measuring system comprising (i) X sensing means for detecting at any time the identity of the program being listened and/or viewed in front of each of the X receiving means, (ii) at least one liaison means for continuously transferring the information consisting of the identity of the detected program to an information storage means, (iii) a supervision means interfaced with each sensing means and able to question the main controller and to permanently scan information transferred to the main controller through the liaison means, (iv) and a computing means for numerically treating information stored in the storage means and to deliver at least an audience rating value of the new media program to be tested with reference to at least another media program having a known audience.
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4. A media program audience forecasting device according to claim 3, characterised in that X is at least 4.
- 25 5. A media program audience forecasting device according to claim 3, characterised in that Y does not exceed 6.
- 30 6. A media program audience forecasting device according to claim 3, wherein the Y media program broadcasting means are video-recorders, and wherein the said device further comprises recording means for the programs having a known audience, and further wherein the main controller simultaneously broadcasts the said recording means on the program receiving means.

7. A media program audience forecasting device according to claim 3, characterized in that the Y media program broadcasting means are selected from the group consisting of video-recorders and hertzian emitters, the latter being assigned to the broadcasting of programs having a known audience.
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8. A media program audience forecasting device according to claim 3, wherein a program recording means consists of several sequences separated from each other by a top and further wherein the main controller performs the duty of detecting tops and transmitting this information to the storage means.
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9. A media program audience forecasting device according to claim 3, wherein a program recording means consists of several sequences each separated from each other by a top consisting of a signal having a frequency between 1,600 and 2,100 Hz and a duration between 1 and 3 seconds, and further wherein the main controller performs the duty of detecting the said tops and transmitting information to the storage means.
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10. A media program audience forecasting device according to claim 3, characterized in that the storage means further comprises files related to the title and duration of the broadcasted programs.
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11. A method to quantitatively forecast the audience of at least one new media program to be tested by reference to one or more media programs having a known audience, characterised in that it consists in bringing a sample of viewers/listeners being representative of a desired target in a condition of free listening, during a period of time T, of a set of media programs of the same type consisting of the said new program and at least a program having a known audience, in front of a set of X media program receiving means being linked to a main controller simultaneously broadcasting the recording means of the said programs, the free listening condition being assured by X control members of the X receiving means allowing at any time to change program on the receiving means, the identity of the listened program being at any time detected by X sensing means functionally associated to the X control members, and then continuously retransmitting the identity of the detected program to a computing means for numerically handling it
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17. An audience forecasting method according to claim 11, characterised in that the audience rating values provided by the computing means are corrected by a second corrective coefficient for transforming them into projected audience market shares for taking into account the known audience of programs being unavailable, during the test, on the X program receiving means.